PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

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TO: Distribution

DATE: February 23, 1994

FROM: Joshua Slavitt

SUBJECT: Surgeon General Response

Attached is a briefing book containing materials that have been developed for our response to the Surgeon General's Report which will be released to the Press on February 23.

Included in the book are the following background materials:

1) TI Talking Points

2) PM Talking Points on the following issues:

- Alleged Underregulation of Tobacco
- ETS
- Advertising & Youth
- Youth Access to Tobacco
- Allegations on The Alleged Addictive Qualities of Tobacco

3) RJR's Talking Points

Our background materials have been cleared by Legal, In addition, we have started forwarding LTE's and Op-Eds to Legal for clearance and will forward them to you as they become available.

If you have any questions or comments, please call me on X2479.

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